Lil Uzi Vert

BIOGRAPHY

Hip-hop could certainly use a real bona fide rockstar. That's where Lil Uzi Vert comes in. The Philadelphia rapper flaunts a vision and fashion sense just as loud as his "futuristic trap" sound and dynamic voice. He doesn't simply stand out in a crowd; he draws everyone right to him.

"I try to create a world," the 20-year-old declares. "It's rap, but I get a lot of influence from rock music. When you see me or hear me, I want the experience to be dark and crazy with a lot of moshing."

Growing up in the city Schoolly D, The Roots, Meek Mill, and Rocky Balboa call home, Lil Uzi Vert first picked up a microphone in high school. He spent countless hours honing his craft, making sporadic trips to New York City in order to record through his friend William Aston's studio connection. Along the way, he carved out a distinct style that reflects his love for Wiz Khalifa as much as it does his passion for Marilyn Manson.

"I take influences from everything and put them into what I do," he says. "It's a really delicate balance, and it's something I'm proud of. You can wear skinny jeans and still be hard."

In 2015, he began to set the internet on fire. There was his explosive appearance on Carnage's single "WDYW" alongside A$AP Ferg and Rich The Kid and later his turn on "Big Racks" for Young Thug's Slime Season 2. All in which lead to the ultimate feature on the RIAA certified platinum hit "Bad & Boujee" with Migos. In addition, he spent the summer with DJ Drama, priming the crowd for Wiz Khalifa and Fall Out Boy on their "Boys of Zummer" Tour & is currently on the road with The Weeknd for the European leg of his Starboy Tour. However, everything set the stage for his mixtape, Luv Is Rage. With support from The Fader, Noisey, XXL, Vibe, HotNewHipHop, and more, Lil Uzi Vert naturally took the spotlight when it dropped. Now, Uzi has teased some new records on SoundCloud furthering fans anticipation for the follow up, "Luv is Rage 2."

“Luv Is Rage is just the beginning,” he declares. “It’s the first statement.”

The project’s opener “Safe House,” produced by Maaly Raw, fuses woobly and woozy dripping sonics with irresistible paranoid raps and a hypnotic chant.

“You might think it’s safe in your hood, but it’s not,” Lil Uzi Vert warns. “It’s crazy. You can’t be comfortable in the streets, so I’m letting everybody know, ‘Stay with your money. Stay on your grind. Take care of yourself.’”

On “Queso,” he joins forces with Wiz Khalifa for a bombastic and bright banger, while he and Young Thug deliver a moving tribute to A$AP Yams on the ethereal “Yamborghini Dream,” produced by Tm88.

“Yams was the first person I met from A$AP,” he admits. “He reached out to me, and we talked a lot for a whole year. I never met him in person though, but he meant a lot to me and Thug. That’s why we needed to shout him out.”

Now, signed to Generation Now – founded by DJ Drama, Don Cannon and Leighton Morrison, alongside Atlantic Records, Lil Uzi Vert is quickly setting the bar for anyone in his tracks. Having earned two RIAA certified platinum singles with “Money Longer” & “You Was Right,” being dubbed the most listened to artist of 2016 on Soundcloud, & covering the Sex Issue of The Fader he stands poised to ignite hip-hop with his own fire.

“I take modern rap and put more musical influence to it under the trap,” he leaves off. “I want to show people the future and what’s possible with the sound. This is who I am. This is my world.”

PROJECT OVERVIEW

Album Title: **Luv Is Rage 2**
Release Date: **October 13, 2017**
Singles/Focus Tracks: **“XO Tour Llif3,”**
Viral videos : **“XO Tour Llif3”** https://Atlantic.lnk.to/XOTourLlif3

Official Tracklist (TENATIVE)

1. 20 minutes
2. Flex By Mistake
3. Let U Know
4. This That
5. Wolf Moon
6. Sauce it Up
7. For Real
8. Half Baked
9. Leonardo
10. Break The Bank
11. Die Today

12. Loaded
13. Wondergurl
14. Xo Tour Llif3 Remix feat. The Weeknd

MARKETING TIMELINE

JULY

- **** European Tour CANCELLED as of 6/24 and Uzi is focused on finishing the album ****
- TBD – XO Tour Llif3 Video Shoot
- 7/21 – Conclude "Undisclosed" email acquisition campaign
- 7/31 – BDAY Party in NYC (Ju Lan Club)
- 7/31 – TURN IN Album
- 7/31 – Physical Album Packaging Due

AUGUST

- 8/3 – Lollapalooza – Grant Park, Chicago, IL
- 8/5 – Osheaga Festival – Montreal, Canada
- 8/6 – VELD Music Festival – Toronto, Canada
- 8/7 – Jimmy Kimmel Live Outdoor Stage Performance
- 8/7 – Launch New Email Acquisition Campaign (title TBD)
- 8/10 – The Dome @ Oakdale Theatre – Wallingford, CT
- 8/11 - Do What I Want Tour Date - The Wellmont Theater – Montclair, NJ
- 8/12 – Consol Energy Park – Washington, PA
- 8/13 – Moonrise Festival – Baltimore, MD
- 8/14 - Do What I Want Tour Date - The Paramount – Huntington, NY
- 8/15 - Do What I Want Tour Date - The Paramount – Huntington, NY
- 8/17 - Do What I Want Tour Date - Upstate Concert Hall – Clifton Park, NY
- 8/19 – WSTR Radio Show @ Aaron's Ampitheatre – Atlanta, GA
- 8/24 – Do What I Want Tour Date – Express Live – Columbus, OH
- 8/25 - Do What I Want Tour Date - Madison Theater – Covington, KY
- 8/26 – Chilhowee Park – Knoxville, TN

SEPTEMBER

- 9/1 – WENZ Summer Jam – Quicken Loans Arena – Cleveland, OH
- 9/8 – Day N Night – Oak Canyon Park – Silverado, CA
- 9/17 – (HOLD) KBFB Dallas, TX Dub Car Show
- 9/23 – Bienvenida – San Diego, CA

OCTOBER

- *album Headline tour*
- 10/13 – Album Release Date (Physical)
- 10/13 – LUV IS RAGE 2 Carnivale Release Party in Brooklyn, NY

NOVEMBER

- TBD – Launch the 3 Headed Monster (Tentative Title) Tour with Playboi Carti and Thug (3500 – 5K Cap Rooms) – Back Up plan to co-headline with Playboi Carti
- 11/4&5th - Complex Con Pop-Up Activation and Performance (awaiting final offer)

DECEMBER

- 12/7-10 - Art Basel Pop Up – Features the art made by fans in promotion of the album

ACTION ITEMS

- Press and Marketing Photo Shoot
- Album Cover Artwork and packaging
- Official Artist Logo
- Create Custom Tools for: Release Event, Album Tour, Festivals, College Team, Radio Programmers, Lollapalooza, Complex Con, Art Basel
- Album Centric Merch Designs
- Back To School Merch
- Update Talking Points document for Sales and Radio

WORKING ASSETS

- XO Tour Llif3 animated visualizer: https://warnermusicgroup.app.box.com/s/i94wcwt3wfz23jzdd7av8m35loqgmur5

- XO Tour Llif3 Promo Artwork: https://warnermusicgroup.box.com/s/kqqylmb1aidm32y487ubqy3mlt3l1r8i

PUBLICITY

- On the COVER of THE FADER SEX Issue – On Stands March 2017 – May 2017
- Jimmy Kimmel Live! Outdoor Stage Performance locked in for August 7th in LA

ONLINE MARKETING

- Ongoing Email Acquisition Campaigns 3/14 – 4/28: Rolling Loud Email Acquisition campaign driving fans to follow the “Rollingloud” playlist for a chance to attend the festival (transportation and tickets provided to winner)

- 5/12 – 7/21: Email Acquisition Campaign driving fans to follow the Undisclosed Playlist for a chance to meet lil uzi vert at an undisclosed time and location this summer.
- Physical Album Packaging Contest – email acquisition campaign (1K Cash Prize)
- Spotify + Genius (http://atlanticrecords.com/hamiltontimeline)
- Interactive LUV Timeline
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- Fans can walk through uzi's career from start to present
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- Extreme Sports + Canada (Havoc)
- Partner uzi up with a notorious professional athlete to have them trade lives / create content – Looking to activate at Lollapalooza
- College Midterm Destress Activation (Send to Email List) – December and drive to physical deluxe release – LUV IS RAGE Coloring Page – Online

ADVERTISING

- Digital Advertising on Prominent Blogs/Press Outlets: VICE, RollingStone, High Snobiety, Complex, HypeBeast, and The FADER – In Place of skins and banners we are creating Unique/Branded Content and creating a unique promotional plan with each outlet. All Plans will be finalized by first week of July.
- Gupta – Search Engine and Social Media advertising
- PHYSICAL
    - Billboards in: NY, Philly, Atlanta, Los Angeles
- RADIO
    - TBD

SALES

TOURING

- **8/11 - Do What I Want Tour Date - The Wellmont Theater – Montclair, NJ**
- **8/14 - Do What I Want Tour Date - The Paramount – Huntington, NY**
- **8/15 - Do What I Want Tour Date - The Paramount – Huntington, NY**
- **8/17 - Do What I Want Tour Date - Upstate Concert Hall – Clifton Park, NY**
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Additional Notes

- Add top 20 markets, Consumer profile and advertising (under the Roll Out Timeline)